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# Smokeless tobacco

- We agree with public health authorities that have concluded that epidemiology has demonstrated that the use of snus is substantially less risky than cigarette smoking. We think that the difference in risk is so large that substitution of cigarette smoking with snus use is likely to lead to public health benefits.
- We have tried to introduce snus into several countries over the past few years
- This experience suggests that without political support and reasonable regulatory freedoms it is unlikely that, in countries where these products are little known, smokers will switch to smokeless products